

1. (CURRENTLY AMENDED) An advertisement distribution system comprising  
 a storage means for storing, as distribution data in a plurality of types, at least one of both or one of music data including a specific musical piece and image data including a specific image, the at least one of the music data and the image data being combined with an advertising message and image data including a specific image combined with at least one of an advertising image and an advertising message, and wherein

the advertising message is combined with the at least one of the music data and the image data such that

any time the at least one of the music or image data is played the advertisement is played, and whereby

a recipient cannot play the at least one of the music data and the image data separately from the advertising message, and

cannot separate the at least one of the music data and the image data from the advertising message, and

a transmission means for

extracting distribution data requested by a recipient from the storage means, and

transmitting the types of the distribution data selected by the recipient stored in the storage means to a userrecipient terminal via a predetermined communication line, and at the request of a user inputted from the user terminal via the communication line, extracting the distribution data selected by the user from the storage means to transmit to the user terminal via the communication line.

2. (ORIGINAL) The advertisement distribution system as set forth in claim 1, wherein said music data or image data are constituted such that said advertising message or advertising image is disposed at least one of just before and after the specific musical piece or specific image, respectively.

3. (ORIGINAL) The advertisement distribution system as set forth in claim 1, wherein said music data or image data are digitized, and constituted such that said advertising message or advertising image overlaps at least one of the first part and the last part of the specific musical piece or specific image, respectively.

4. (CURRENTLY AMENDED) The advertisement distribution system as set forth in claim 1, wherein said advertising message or advertising image can be

~~separated from said specific music piece or specific image, respectively the advertising message can be separated from the at least one of the music and the image data by an executable file included with the advertising message and the at least one of the music data and the image data wherein the executable file is inaccessible to the recipient.~~

5. (CURRENTLY AMENDED) The advertisement distribution system as set forth in claim 4, wherein ~~said advertising message or advertising image is automatically separated from said specific musical piece or specific image after said music data or image data have been played predetermined times~~ the advertising message is automatically separated from the at least one of the music data and the image data by the executable file after the advertising message has been played a predetermined number of times.

6. (ORIGINAL) The advertisement distribution system as set forth in claim 5, wherein

when said music data are transferred or copied from said user terminal to another terminal, the music data are transferred or copied with said advertising message combined, or with said specific musical piece unplayable, and

when said image data are transferred or copied from said user terminal to another terminal, the image data are transferred or copied with at least one of said advertising message and advertising image combined, or with said specific image unplayable.

7. (ORIGINAL) The advertisement distribution system as set forth in claim 6, wherein

when said music data or image data are transferred or copied from said user terminal to another terminal, they are locked so that they cannot be played, and

by entering a predetermined password transmitted from the advertisement distribution system on a predetermined condition, the music data or image data are unlocked.

8. (ORIGINAL) The advertisement distribution system as set forth in claim 1, further comprising

a detection means for detecting positional information of said user terminal,

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wherein said transmission means transmits the type and an acquisition method of the distribution data to the user terminal detected by the detection means, and then, to the user terminal requesting acquisition of the distribution data according to the acquisition method, transmits the distribution data on a predetermined condition.